BROADCAST FROM

The New York Office 404 East 55th Street, New York

Number 1 Issued January 1, 1933

By Way of Explanation

The Broadcasts from THE NEW YORK OFFICE, in order to give a rounded picture of the publications of the year 1933, must, necessarily, make this first issue a survey of the January books, with the inclusion of the high spots for the first of February. The January fifteenth issue will carry us well along into March, By February first, we shall be reporting two months in advance of publication, a schedule which - with the cooperation of the publishers - we hope to be able to maintain.

The MUST BOOKS for January

(These books have markets already made, regardless of their merit)

January 16

Hergesheimer, Joseph TROPICAL WINTER Knopf

Presumably, Hergesheimer has a market. These stories, published first in the Saturday Evening Post under the title, SOIREES DE PALM BEACH, will, however, make no new adherents, and will disgruntle some of the old fans, who will be disappointed at the slipshod style, the sameness of theme, and the general mediocrity of quality. Stories of life in Palm Beach, which might lead one to think that all visitors to that famous resort were degenerates, ultra-modernists in its most maligned sense, and unutterably dull. Extensive advertising. Price - $2.50

January 18

Delafield, E. M. THE PROVINCIAL LADY IN LONDON Harper

There is a readymade market for this delicious book, for every enthusiastic supporter of THE DIARY OF A PROVINCIAL LADY is waiting for its successor, and will find the second book measures up fully to the first. The same refreshing humor, the same underlying irony, the same casual quality. This book can be sold to new readers, however, as the two are interdependent only as old friends start on a more intimate plane than people meeting for the first time. Should make plus sales of the first, in many instances. Price - $2.50

January 20

Wells, H. G. THE BULPINGTON OF BLUP Macmillan

A disappointing endeavor to get back into the stride of TONO-BUN-GAY and THE ADVENTURES OF MR. POLLY. The hero is of the stuff of which literary characters are made, but instead of having flesh and blood and bones and sinews, he is a lay figure, which the author exposes successively to the onslaughts of science, adolescence, religion, the new art, sex in the raw, socialism, communism, death, war,

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the aftermath of war, and the ultimate supremacy of his fantasy self. Artificial, self-conscious, full. We cannot congratulate Macmillan on re-acquiring him.

Price - $2.50

Jaunary 25

Lewis, Sinclair ANN VICKERS Doubleday

Unquestionably, the most important publication event of the month, Sinclair Lewis' first novel since the Nobel Prize award. Closer in spirit to ARROWSMITH, recounting as it does the step by step development in the life of a successful central character (in this instance of a woman), - this book measures up satisfactorily with some of the best work Lewis has produced. It seems a bit slow in getting under way, but gathers power and sweep and verve as it advances. There is sure to be a good deal of controversy, partly in regard to the picture it gives of prison life in our "enlightened" country, but chiefly because women will claim that Ann is shown as a man thinks she would be, rather than as she really is. The publishers are putting a big advertising and promotion campaign back of this and posters are available on request. Price - $2.50

Van Doren, Carl SINCLAIR LEWIS: A Biographical Sketch Doubleday

A chance for a plus sale here, in this admirable critical appraisal of Sinclair Lewis by one of the finest of American biographers. Contains also a scholarly bibliography, prepared by Harvey Taylor. A library item, primarily, but might appeal to the Lewis enthusiast. Price - $2.00

February 1

Hurst, Fannie IMITATION OF LIFE Harper

Ran under the title SUGAR HOUSE as a serial in Pictorial Review, and secured a certain amount of popular approval from the "circulating-library-at-the-corner-drug-store" audience. A disappointing book from the author of LUMMOX, or even of FIVE AND TEN. A machine-made success story, with the heroine patterned, presumably, on Alice Foote MacDougall. Careless writing, cheap effects, with one bit of sensationalism in the episode of the almost white daughter of the old colored cook, and of the girl's determination to marry a white man and "pass".

Price - $2.50

PROBLEMATICAL BOOKS - Fiction

January 3

Priestley, J. B. & Holland, Ruth DANGEROUS CORNER Doubleday

Novelization of a 1932 play, written by Priestley, and performed with great success in London, and only moderate success over here. A sophisticated psychological melodrama, playing dangerously with the theme of releasing truth into a group where reticences are synonomous with civilization. Interesting, challenging, provocative, but distinctly limited in market appeal. Not to be sold to the conventional Priestley audience as "another Priestley". Price - $2.00

Streatfeild, Noel PARSON'S NINE Doubleday

A pleasant story of real merit and charm, for the rather conservative type of reader who enjoyed A BOOK WITH SEVEN SEALS, published anonymously by

Farrar & Rinehart last Fall. More action, psychology more modern, and told with a keener sense of plot and a lighter touch - but the similarity of appeal is there. A story of a clergyman's family (the Church seems to loom on the horizon in fiction this month) - the setting a small English village - the plot focussing on the uncanny relationship between the twins, Susannah and Baruch. Price - $2.00

January 4

Paterson, Isabel NEVER ASK THE END Morrow

A book that is certain to be something of a literary sensation, and the "smart book" of the season. Essentially a woman's book, it should be read by women of the staff, and, for the most part, taken on faith by the men. Unique in the telling, this story gives past and present at the same time through the account of what three people (two women of forty, traveling together on the continent, and a typical American business man, a friend from the past, who runs across them) do, say and think. For moderns, mature and civilized, who want their fiction to be life, and who demand honesty of presentation, who do not insist on sensationalism, and who do not expect books to do all their thinking for them. May catch on, in which case word of mouth publicity will sell it to many who wont "get" it. Mrs. Paterson is well known in literary circles - and in wider circles through her "Turns with a Bookworm" in the Herald-Tribune. The publishers are giving the book a real break in publicity and advertising. Posters are available on request. (Literary Guild Selection) Price - $2.50

January 5

Cozzens, James Gould THE LAST ADAM Harcourt

A really significant book by an author whose SS SAN PEDRO won him some recognition. Marks a milestone in the handling of the American small town, applying the GRAND HOTEL technique, with the result that you see the town from diverse angles, its web intricately interwoven, the lives of its inhabitants, rich and poor, touching at unexpected points and brought into focus by a typhoid epidemic. The central character is the country doctor, not the usual glorified, sentimentalized figure, but a rather surprisingly shoddy and at the same time appealing human being. A much better book than Edna Ferber's AMERICAN BEAUTY, but should appeal to the same type of reader. Has something of the DR. SERO COLD flavor. (Book of the Month) Price - $2.50

January 6

Olivier, Edith MR. CHILVESTER'S DAUGHTERS Viking

A morbid story in which the house adjoining the cathedral close is really the central character, molding and warping all who come within its influence. Not as important a book as DWARF'S BLOOD. Lacks the poetic quality of her earlier books. Price - $2.50

January 11

Goodrich, John Thomas COTTON CAVALIER Farrar

Winner of the Campus Prize Novel Contest of College Humor, and a first book by a very promising young advertising man. The story is a scathing indictment of the small denominational college, with an exposure of all the petty jealousies, narrownesses, lack of imagination, and so on. Better by far than the average

college story, however, and should have a market not only with young people, but with the thoughtful older reader who recognizes the dangers inherent in certain community life. The college is itself the moving force of the story, and is responsible for the tragedy of a lynching, an episode starkly told, which in the very daring of the telling reveals the author's youth. Price - $2.00

January 15

Neumann, Alfred THE MIRROR OF FOOLS Knopf

The author of THE DEVIL does his best piece of work since that memorable novel. An ideal "man's book" - Rabelaisian in humor - richly amusing - unique in its adventures. It is an entertaining story of a Falstaffian character, with Don Quixotic tendencies, and is a vivid picture of the Germany of the Holy Roman Empire. Price - $2.50

January 18

Rolvaag, O. E. THE BOAT OF LONGING Harper

A posthumous book, which just misses being a great book, and which contains some of the finest writing Rolvaag ever did. The scene opens in a fishing community in Norway; goes from there to Minneapolis and St. Paul showing the first year in the life of a young immigrant; and ends in Norway again. There is an element of fantasy, as indicated by the title, which weaves a tenuous thread through an otherwise rather realistic tale. This gives a lack of clarity, a sense of frustration and incompleteness, which perhaps, Rolvaag might have remedied had he lived. Will appeal to a rather small audience. Price - $2.50

January 19

Strobel, Marion SILVIA'S IN TOWN Farrar

Belongs to the Katharine Brush genre, and promises well for a successful career with circulating libraries and popular reading. The story of a smart, young married set in Chicago. Good dialogue, characterization above ordinary, situation convincingly presented. Up to the standard of the better witty modern novels. Price - $2.00

January 31

Eaton, Evelyn DESIRE: SPANISH VERSION Morrow

The most significant first novel of the month, and a book that has none of the ear marks of immaturity. A singularly objective picture of the Paris of the cinema studios, and of the life behind the scenes with the stage hands, the extras, the mechanical factors in production. The hero is a down-at-the-heel violinist who is always going to be a great musician; the heroine, a Polish script girl, brilliant, erratic, generous to a fault, who has the misfortune to fall in love with him. Motivated frankly by the contradictory forces of sex, the story has a sweep and power that is beyond any mere sensual value. Stark realism, colored with sympathetic understanding and an artist's sensitiveness, this story should bring the author into the front ranks of writers of more than promise - achievement. Price - $2.00

February 1

Hare, Martin THE ENCHANTED WINTER Harper

Another first novel of intrinsic merit, though not as easily marketed as the preceding book. Published in England under the dull title, BUTLER'S GIFT. The readers who liked Strong's THE GARDEN will welcome this book, with its Irish setting, its deliciously ironical humor, its searching and yet good-natured analysis of the characters. Much less subjective than THE GARDEN, and with somewhat more thread of plot. Again a clergyman's household forms the setting. An unknown English cousin, thinking to find himself initiated into the mysteries of country life, descends upon his relatives, and in the six months of his stay, becomes unwittingly the deus ex machina of the family. Not sensational, not particularly "modern" in the usual sense, but altogether delightful, and rather refreshingly different. Will have a word of mouth sort of publicity, and should be read to be adequately sold. The authenticity of the background is fairly well established when one know that the author is the daughter of an Irish clergyman. One wonders whether she is Frances or Elizabeth of the story. Price - $2.00

Raynolds, Robert SAUNDER'S OAK Harper

A bitter disappointment for all who liked BROTHERS IN THE WEST. This is a stark, undistinguished and somewhat morbid story, artificially conceived and awkwardly written, with amateurish dialogue, and almost no bits of descriptive writing that compare favorably with the earlier book. Price - $2.50

Nathan, Robert ONE MORE SPRING Knopf

This author, too, seems to be letting his public down in this new book. It lacks the subtle, intangible charm of his other volumes, and somehow the well-known depression, the colony of the unemployed in Central Park, and the allied problems do not seem suited to the pen of Robert Nathan. A limited public. Price - $2.00

PROBLEMATICAL BOOKS - Non-Fiction

January 3

Adams, Evangeline THE EVANGELINE ADAMS GUIDE FOR 1933 Dodd, Mead

One could well quote Abraham Lincoln, was it not, who said: "For those who like this sort of book, this is the sort of book they would like". A month by month astrological guide to events, personal, national, international, indicating trends and influences. Price - $2.00

Posse-Brazdova, Amélie SARDINIAN SIDESHOW Dutton

Don't expect a repetition of the SAN MICHELE story, though the people who enjoyed that, will find this book appealing. An utterly charming account of the months of internment in Sardinia of a young Swedish bride and her Czech husband. The background, with vivid details, is painted in with glamor, humor, delightful irrelevancies, sympathetic understanding of people. There is no particular importance in the figures that cross the stage, there is no scandal mongering, but the book has unquestioned charm and a very real place in the human interest, biographical travel niche. The publishers are putting a push behind this and promise wide advertising. Price - $3.00

Ludwig, Emil TALKS WITH MUSSOLINI Little, Brown

A book that is bound to create controversy, and to secure a wider sale

than some of Ludwig's recent books (though not competing with his BISMARK or NAPOLEON). It does not pretend to be a rounded biography of Mussolini, but is a brilliant piece of journalism, a dramatic account of eighteen revealing interviews with the dictator. Into these conversations plenty of dynamite is thrown, and through his response to Ludwig's queries Mussolini paints his own portrait. Not for the lazy-minded; the reader must piece together his own conclusions. One gets a picture of a human being, a great mind, a vast power of organization. It is a sympathetic picture, on the whole, and an enlightening one. The Italian edition has been temporarily withdrawn, not banned; the American one contains the original text, approved originally by Mussolini. Price - $2.75

January 4

Sinclair, Gordon FOOT-LOOSE IN INDIA Farrar

One of the best travel-adventure stories we have ever read. Sensational, not from the muck-raking point of view, but from keen observation by one well equipped to observe, with quick wit and ready pencil. Much of the speed and verve and vitality of the Halliburton books, without a vestige of sentimentality. Told in racy style, that makes it brilliant journalism instead of literature. Throws interesting sidelights on what a Ghandi regime might mean, and what England has really done, and is doing for India. The author is a star reporter on the Toronto Star. The history of the book in Canada has been amazing - 10,000 copies in five weeks. Sure to be a big seller here, with its own merits and the publicity and advertising the publishers are putting behind it. Posters available. Price - $2.50

Mowrer, Edgar Ansel GERMANY PUTS THE CLOCK BACK Morrow

A challenging book on the up-to-the-minute situation in Germany, taking the reader through the events of November 1932. Documentary evidence to show that Germany seems headed for a "Third Empire" and militarism. The author has done a brilliant piece of journalism, rather than a sympathetic and searching analysis of the situation. One senses his background as largely that of the Prussian scene. The book is a denunciation of Hitler, other than as a great showman. Sounds an almost fanatical note of warning. A book to be read in conjunction with other material on the subject, not to be taken alone. Watch for THE GERMAN PHOENIX by Oswald Garrison Villard, which Harrison Smith and Robert Haas are publishing on the fifth, but which we have not seen. Price - $2.50

January 6

Sutton, Maj-Gen Francis Arthur ONE-ARM SUTTON Viking

Readers of THE LIVES OF A BENGAL LANCER and NEW WAY OF THE LANCER will eat this up. It is the life story of a modern soldier of fortune, for whom, apparently, adventure lurks around every corner. For many years he served as right-hand man and chief adviser to Chang-Tso-Lin, one of China's great war lords, - a far cry from British engineering and soldiering. Brilliantly if erratically told, full of humor and thrills and excitement, this is essentially a man's book. Price - $2.50

January 23

Powys, John Cowper A PHILOSOPHY OF SOLITUDE Simon & Schuster

A disappointing book, for those who looked for a ready-made philosophy of escape from the "too-muchness" of the world today. Lacks the popular "self-help" aspect of the author's earlier THE MEANING OF CULTURE. It is far from easy reading,

and would be of tangible value only for those who want a contemplative book, fitting almost into the nature of a meditation. Not for general sale. Price - $2.00

January 26

Powell, Talcott — TATTERED BANNERS — Harcourt

The subject matter - the veteran problem and the bonus - sounded timely and provocative. But the text proved tough going. A long book, and three quarters of it, we should guess, concerns itself with the historical and documentary aspects of the veteran problem from the days of Homer to the present. Possibly of real value for students of economics and history, but not for the average reader.

Price - $2.50

February 2

Garnett, David — POCAHONTAS or the Nonparell of Virginia — Harcourt

Anything that Garnett writes demands recognition for his beautiful prose, but this does not indicate much popular appeal, either in subject matter, which is a straightforward and scholarly fictionized biography of Pocahontas, nor in its value as a contribution to a greater understanding of our colonial history and the life among the Indians of the period. (The selection of the English Book Club for January). Price - $2.50

BRIEF RECOMMENDATIONS FOR PURCHASE OF
MYSTERIES and WESTERNS

There are three sure fire mystery titles from established authors:- the new Van Dine, THE KENNEL MURDER CASE, to be published by Scribner on January fifteenth; NOVELS OF MYSTERY, an omnibus volume by Mrs. Belloc-Lowndes, which Longmans will publish on the eighteenth; and THE MURDER BOOK, Mary Roberts Rinehart's omnibus, which Farrar & Rinehart has scheduled for the thirty-first. Add these to the recommendations listed below, and it looks like a good mystery month.

	January 3	
Chase, Arthur M.	DANGER IN THE DARK	Dodd, Mead
Eberhart, Mignon G.	THE WHITE COCKATOO	Doubleday
	January 4	
Hare, Robert	THE CRIME IN THE CRYSTAL	Longmans
	January 20	
Robins, Clifton	THE MYSTERY OF MR. CROSS	Appleton
Rees, Arthur J.	ALDRINGHAM'S LAST CHANCE	Dodd, Mead
	January 24	
Priestley, J. B. & Bullette, Gerald	I'LL TELL YOU EVERYTHING	Macmillan

WESTERNS

	January 3	
Mulford, Clarence E.	THE ROUND-UP	Doubleday

Grey, Zane	THE DRIFT-FENCE	Harper
	January 19	
Mann, E. B.	KILLER'S RANGE	Morrow